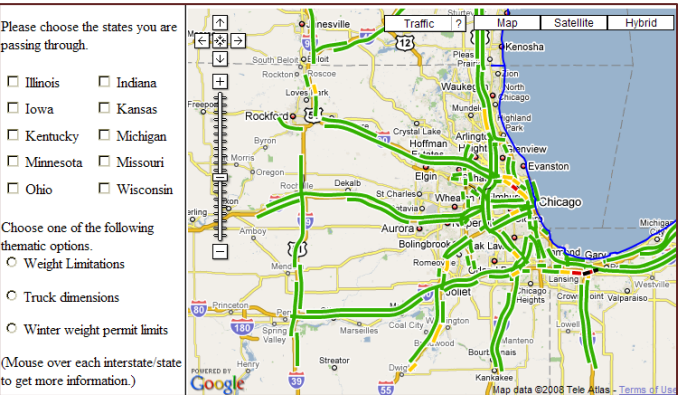


# Freight Traveler Information Clearinghouse

Timely and reliable traveler information is essential for efficient and safe commercial vehicle operations, which play a significant role in the Mississippi Valley Region. Despite the variety of information available, the inconvenient decentralized structure of the region's information infrastructure remains a barrier. A centralized, one-stop shop for information would allow freight-travelers to make more accurate and up-to-the-minute adjustments in their routes and schedules, thereby bolstering efficiency and lowering costs in our region.



The scope of this project includes exploring intelligent transportation system (ITS) architectures among the ten member states and other multi-state organizations, collecting input from motor carriers and regulators, exploring the feasibility of a clearinghouse, and outlining a concept of operations. The project is being carried out by the Wisconsin Traffic Operations and Safety Laboratory (TOPS Lab) at the University of Wisconsin-Madison. This phase is anticipated to be completed by mid-2009.



A key objective for this project is to explore the current state of traveler information useful to motor carriers. A brief web-based survey is now available (see link below) to collect feedback from those involved in any aspect of the motor carrier industry. Coupling this with information on current and planned data systems in each of the states, the project will outline high-level feasibility and

operational concepts for a potential clearinghouse, including a web-based prototype mock-up built on top of a Google Maps interface.

Following this project, if the MVFC chooses to fund further work toward a clearinghouse, the initial next steps would be completing system requirements and system design, then system integration and implementation, followed by testing and validation.

A project web page is provided here <http://freight.engr.wisc.edu/> that has links to the motor carrier survey, the prototype mockup, and relevant project files for project stakeholders.

Contact Peter Rafferty at the TOPS Lab with comments or questions: [prafferty@wisc.edu](mailto:prafferty@wisc.edu) or 608-890-1218.

